

# Job pack



## Message from the President and Principal

Thank you for your interest in this role and in Queen Mary University of London. Working at Queen Mary means being part of a unique, world-class global University with a long, proud and distinctive history.

Our founding institutions, the London Hospital Medical College, St Bartholomew's Medical College, Westfield College and Queen Mary College, were founded to provide hope and opportunity for the less privileged and otherwise under-represented.

Today, we remain true to the vision of our founders by continuing to improve lives locally, nationally and internationally through the seamless combination of our world-leading strengths in education and research.

The Queen Mary community – our staff, students and alumni – is the heart and soul of our University. We are proud to provide an inclusive and nurturing environment so that staff and students from all backgrounds can develop, flourish and achieve their full potential.

I look forward to welcoming you to our unique University and working with you to realise our ambitions.

Professor Colin Bailey, President and Principal

## Our strategy 2030

In 2019, Queen Mary University of London launched a bold new Strategy with the vision to open the doors of opportunity. By 2030, we will be the most inclusive university of its kind, anywhere. We are doing this by building on our existing cultural diversity to create a truly inclusive environment, where students and staff flourish, reach their full potential and are proud to be part of the University. Continuing our long tradition of commitment to public good, we will generate new knowledge, challenge existing knowledge, and engage locally, nationally and internationally to create a better world.

We have five core values that will help us to reach this goal:

We are **inclusive**, supporting talented students and staff regardless of their background, and engaging with our local and global communities.

We are **proud** of the difference we can all make when we work collectively.

We are **ambitious**, fostering innovation and creativity, disrupting conventional thought, and responding with imagination to new opportunities.

We are **collegial**, promoting a strong community through openness, listening, understanding, co-operation and co-creation.

We are **ethical**, acting with the highest standards, and with integrity, in all that we do.

To enable our staff to flourish and to reach their full potential throughout their employment at Queen Mary, we offer a range of benefits:

### Staff benefits

- Annual leave – the full-time annual leave entitlement is 30 working days (not including bank holidays).
- [Season ticket loan scheme](#)
- [Pension scheme](#)
- [Reward and recognition schemes](#)
- [Cycle to work scheme](#)
- [Qmotion sport fitness centre](#)
- [Employee Assistance Programme](#)
- [Family friendly policies](#)
- [Flexible working practices](#)
- [On-site day nursery](#)

## Job description

## Job context

| Job details               |   |
|---------------------------|---|
| <b>Job title</b>          | Director of Development and Alumni Engagement   |
| <b>Department</b>         | Marketing and Communications Directorate  |
| <b>Reports to</b>         | To be agreed. The role will have significant access to the Vice-Principal for Policy and Strategic Partnerships, and the Principal. |
| <b>Grade and salary</b>   | Professional Off Scale of the Queen Mary Pay and Grading Structure  |
| <b>Hours per week</b>     | <b>Full-time</b>  |
| <b>Appointment period</b> | Permanent   |
| <b>Current location</b>   | Mile End campus   |
| <b>Work activity type</b> | Admin/Operational/Technical and Support   |

Queen Mary University of London is a Russell Group university and is one of the UK's leading research universities. We are committed to opening the doors of opportunity through our research and education: to improving social justice and achieving the previously unthinkable.

Currently, the Development and Alumni Engagement Directorate sits within the Marketing and Communications Directorate, which is responsible for raising the awareness and reputation of Queen Mary among its target audiences, for all elements of our global engagement, including international policy, partnerships and recruitment, for UK student recruitment, marketing and widening participation, and development and alumni engagement.

The reporting line for this role will be agreed with the candidate; wherever the role formally reports, significant access to the Vice-Principal with responsibility for the area, and also with the Principal, Professor Colin Bailey, is a given and we see as a necessity for success.

Queen Mary is in a strong position to attract philanthropic income. We have a unique positioning, with world-leading research across disciplines combined with a strong, and deserved, reputation for recruiting students from backgrounds typically under-represented at research-intensive universities. In addition, we are much embedded within the local community, and at the same time enjoy a global reputation and significant partnerships with leading institutions across the world.

Queen Mary has a small Development and Alumni Engagement Directorate, comprising 18 staff. Over the last year, the Directorate has taken significant steps forward in alumni engagement, and has an agreed Action Plan in place to demonstrate its role in delivery of the University Strategy. The Development function within the office is small, and has to date attracted correspondingly small amounts of income through philanthropy. The potential, however, is significant, with over 200,000 contacts on our alumni database, and a significant range of close partners to work with.

This is an exciting role for someone with ambition to build up the development area, and at the same time be hands-on with fundraising at a senior level.

### **Job purpose**

This role is responsible for the strategic leadership of development and alumni engagement at Queen Mary. Its purpose is to develop philanthropy at Queen Mary into a significant income source and build on the good work already achieved in alumni engagement. The role will lead and manage all aspects of the development programme, including alumni engagement, fundraising and operations. The role's aims are to achieve substantial new development income for the University and to further develop a network of support from alumni, influential individuals, companies, and trusts and foundations.

The role entails active fundraising at a senior level in addition to developing and implementing a coherent development strategy.

### **Main duties and responsibilities**

#### Strategic Direction, Planning and Insight:

- Develop and implement a rolling five-year strategic plan for fundraising and alumni engagement to support the delivery of the University Strategy, building on the existing agreed Action Plan. The Plan will include a fully integrated development programme with components including regular giving, major gifts (charitable trusts, corporate and individuals), legacies and alumni engagement and will feed in to relevant Strategy 2030 Enabling Plans
- Shape and commission research and evaluation programmes to inform philanthropic and fundraising strategies to maximise engagement, contribution and impact.

#### Leadership:

- Lead the team of 18 development and alumni engagement professionals (with direct line management of three individuals), building skills, knowledge and confidence within the team
- Lead the testing, implementation and development of the University's philanthropic Case for Support
- Oversee the management and development of the annual cycle of alumni and supporter events, volunteering, communications and campaigns

#### Cross-University leadership:

- Develop relationships with academic and other staff within Queen Mary in order to identify initiatives with fundraising potential, consistent with the University's Strategy and Case for Support; and motivate and support staff in assisting in the realisation of these initiatives
- Through working across the University, identify and work with colleagues with connections that can be helpful in the development effort, and work with them to maximise the value of those relationships
- Bring together the community of individuals involved in philanthropy and alumni engagement across the University, sharing best practice

#### Operations:

- Manage the Directorate's budget, ensuring value-for-money when procuring goods and services and adhering to the University's financial regulations
- Continuously monitor changes in relevant legislation that could affect the Directorate, and ensure operational changes are made to ensure continued compliance with relevant legislation

Fundraising:

- Lead the major gift fundraisers by example, setting targets and personally fundraising at a senior level to achieve agreed annual targets. This will include identifying major prospective individual, corporate and institutional donors; developing and, in some cases, personally enacting plans for their cultivation and solicitation.
- Lead and develop the other fundraisers of the team to manage their prospect pools, including trusts and foundations, to maximise the success rate of approaches and the levels of any new gifts and pledges.

Alumni engagement:

- Oversee and support the Head of Alumni Engagement and the AE Team to develop the programme of activity designed to meet the Alumni Engagement KPI in the Strategy 2030
- Support the team to increase the visibility of our alumni to students and more broadly, and to increase the visibility of the work of the AE team across the University including encouraging collaboration, alumni involvement in the life of Queen Mary and the reporting of alumni activity happening in the faculties

**The above list of responsibilities is not exhaustive and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonably requested by their line manager.**

**This job description accurately reflects the duties and responsibilities of the role at the time the job description was written. These duties and responsibilities may change over time without significantly impacting on the character of the role, the overall level of responsibility, or its grade.**

**Depending on strategic or operational needs, the jobholder may in the future be required to work for another existing or new organisational unit and/or at a different site within Queen Mary. This may be on a temporary or indefinite basis and may involve a change in line management and / or regularly working at more than one site.**

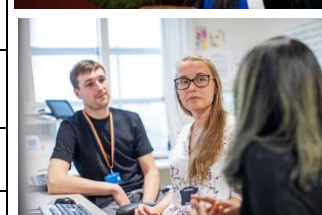
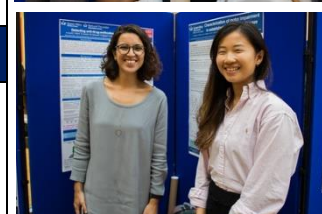
### Person specification

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.

**Essential:** Requirements without which the job could not be done.

**Desirable:** Requirements that would enable the candidate to perform the job well.

| Qualifications  | Essential                           | Desirable                           |
|---|-------------------------------------|-------------------------------------|
| Educated to degree level  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Relevant professional qualification or accreditation  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Membership of a relevant professional body  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Experience/Knowledge  |                                     |                                     |
| Proven fundraising skills manifested by a successful and substantial track record in major and annual giving from diverse constituencies, including demonstrable personal experience in the management of a portfolio of prospective donors and bringing some from identification to delivery of a gift | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of having successfully managed a major gift campaign.  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of managing successful alumni engagement programmes [is this essential if have come up the fundraising route]  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of effectively managing the data, databases and other operational tools needed for a large, alumni engagement, including understanding of relevant legislation   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of effecting a close, productive working relationship with key individuals such as the head of a major institution, senior volunteers and/or a campaign Chair  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of working in a senior leadership role   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Proven successful experience of leading and managing teams, including successful performance management   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of working with senior leadership teams and/or Boards and Committees   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Project management skills and, in particular, the capability of bringing together a major project within a complex environment like a university, matching the aspirations associated with it to those of prospective donors, and negotiating and concluding a successful outcome                       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Experience of working in higher education or other public sector organisations  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Experience of matrix management within a large and complex organisation   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Skills/Abilities  |                                     |                                     |



|  |                                     |                          |
|--|-------------------------------------|--------------------------|
| Excellent oral and written communication skills, including interpersonal skills of the highest quality, and demonstrable experience of having utilised them face-to-face with donors and prospects | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Proven ability to work to tight deadlines and under pressure   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Ability to manage relationships and represent the University at the highest levels with confidence and credibility   | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

\* The University has a legal responsibility to ensure that all potential employees can provide documentary evidence of their legal right to work in the UK prior to commencing employment. Candidates shortlisted for interview will be asked to bring their passport or another acceptable [form of evidence](#) to verify their right to work.

### Visa Sponsorship

For those who do not have a right to work in the UK, the University is a UKVI licensed sponsor and is able to issue a Certificate of Sponsorship (CoS) to successful candidates who are offered roles and meet the eligibility criteria. The CoS enables candidates to apply for a Skilled Worker visa. Further information on the Skilled Worker visa can be found via: [www.gov.uk/skilled-worker-visa](http://www.gov.uk/skilled-worker-visa)

### Global Talent Visa Route

The Global Talent visa is an alternative route to sponsorship, directly applied for by the applicant. It is open to those wishing to work in the UK and who are a leader or potential leader in the fields of academia or research, arts and culture, and digital technology. Further information on the Global Talent Route can be found via: <https://www.gov.uk/global-talent>

For **additional** information on both visa sponsorship and non-sponsorship **visa** routes, please visit the UK Visas and Immigration website: <https://www.gov.uk/browse/visas-immigration/work-visas>

### Academic Technology Approval Scheme (ATAS)

Academics and Researchers applying for Skilled Worker visas and Sponsored Researchers applying for Government Authorised Exchange visas who will be undertaking research activities, at PhD level or above, in the one of the ATAS listed subject areas will be required to obtain an ATAS certificate before they can apply for a visa to work in the UK.

Exemptions will exist for nationals from the EEA, Australia, Canada, Japan, New Zealand, Singapore, South Korea, Switzerland and USA and those applying for Global Talent Visas. For further information on this, please visit the UK Visas and Immigration website: <https://www.gov.uk/guidance/find-out-if-you-require-an-atas-certificate>



## Equal Opportunities

Queen Mary University of London is a Russell Group University with a difference. Our vision is to be recognised across the world as the most inclusive research-intensive University. We will strive to achieve that goal.

To all the communities at Queen Mary, inclusivity is key to who we are and to achieving all our ambitions.

We are a multi-faculty institution teaching undergraduates and postgraduates across all the major disciplines. We offer more than 280 undergraduate courses. We have world-leading research across disciplines and were ranked 5th in the UK in the last Research Excellence Framework (REF) for the quality of our research outputs, and continually challenge ourselves to ensure we have an environment where everyone feels included and can flourish.

We are very proud of our teaching and learning and were awarded a 'silver' in the Teaching Excellence Framework (TEF) (2016-17). We are also deeply embedded in the local community and were the first UK University to be awarded an Engage Watermark Gold award for public engagement by the National Coordinating Centre for Public Engagement.

Unlike many other Russell Group universities, we attract a very diverse student population. Of our 25,000+ students, over 30 per cent are from non-EU overseas countries, and 9 per cent are from the EU. Our international students are drawn from over 160 countries. 90 per cent of our home students are from state schools, 59 per cent are Black Asian Minority Ethnic (BAME), 42 per cent are the first in their families to go into higher education and over 30 per cent are from households where the household income, as assessed by Student Finance England, is less than £15,000.

We attract a lot of local students, owing to our strong relationships with schools in the surrounding boroughs, coupled with a strong reputation for inclusivity. 37 per cent of our students commute to our campuses daily. Our staff body is also diverse and is drawn from over 162 countries.

Inclusivity is one of our fundamental core values at Queen Mary: it is intrinsic to who we are. Our diversity of cultures and backgrounds is key to the vibrancy of our community and to the knowledge and ideas we are able to generate and pass on; without that diversity, we would not be who we are. We are extremely proud that we attract such a diverse staff and student body, and are fully committed to providing an environment where everyone is supported to flourish and fulfil their potential, irrespective of their background.

To be truly inclusive requires sustained, proactive, hard work, and we know there are areas where we have work to do. Our core objectives are focused on reducing the BAME attainment gap and increasing the proportion of female and BAME staff at the higher grades, both for academics and for Professional Services. We are looking to see how we can 'hard-wire' inclusivity throughout all our policies and practices: we do not see this work as belonging to one team or unit, but rather as being embedded in all that we do.

Being inclusive makes us better at everything we do, it improves our daily lives and the delivery and impact of our work.



## EDI Initiatives

Queen Mary is committed to advancing Equality, Diversity and Inclusion (EDI) and champions a number of EDI initiatives across the University. Queen Mary holds a Silver Institutional [Athena SWAN](#) award for advancing gender equality, and is also a [Stonewall Diversity Champion](#) and commits to advancing LGBTQ+ inclusion by submitting to the [Stonewall Workplace Equality Index](#). We also offer a number of development programmes including [Springboard](#), [Aurora](#) and [B-MEntor](#). We are committed to championing EDI relating to all protected characteristics and other underrepresented and marginalised groups under the Equality Act 2010. We offer 'Introducing Inclusion' training for staff to give them an understanding of EDI related issues and provide them with the tools needed to champion inclusivity and embed best inclusive practice in all the work they do. EDI is built into everything we do at Queen Mary, and is championed through a well-established governance structure. If you are interested in learning more about Equality, Diversity and Inclusion at Queen Mary and how to get involved then please contact [hr-equality@qmul.ac.uk](mailto:hr-equality@qmul.ac.uk).

## Flexible working:

Queen Mary is proud of the diversity of its staff and students. We encourage inclusive practices in everything that we do, to ensure that everyone who works here feels valued and enabled to have a positive working experience. We are therefore open to considering applications from candidates wishing to work flexibly, balanced against business need. Our [Flexible Working Policy](#) includes examples of some of the flexible working arrangements that could be considered. If you feel that this is something that may be of benefit to you, please do ask.

## Family Friendly Policies:

Queen Mary recognises the commitments that staff have to their family and the importance of work-life balance. To support this Queen Mary offers a range of [family friendly policies](#) with enhanced rates of pay available for family-related leave, following a qualifying period of service.



### Further Information

Details about the Department can be found at:

[www.qmul.ac.uk/alumni](http://www.qmul.ac.uk/alumni)

Informal enquiries should be made to:

**Name: Maggie Leggett**

**Email: [m.leggett@qmul.ac.uk](mailto:m.leggett@qmul.ac.uk)**

### General Information

Please note that we advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range. The Queen Mary salary structure includes automatic pay progression within the published grades, subject to service, funding and performance. In addition to this, there are performance related annual pay review schemes in place

